

File
April 3, 1961

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 31, 1961</u>			
Thursday March 30 And Thereafter	CORDUROY INDUSTRY FALL FABRIC COLLECTION Research of the corduroy industry's Fall '61 fabrics, with complete lines from all member mills, at continuous showings. By appointment. Contact: Mrs. Clare Nelson, EL. 5-7850.	CORDUROY COUNCIL OF AMERICA	15 EAST 53RD STREET SHOWROOM - 5TH FLOOR
Just Released	SPRING 1962 COLORS Advance Forecasts--Spring-Summer 1962 colors. Contact: Midge Wilson, MU. 5-5881.	THE COLOR ASSOCIATION OF U.S. INC.	200 MADISON AVENUE
March 31	GOOD FRIDAY.		
March 31	PASSOVER -- begins Friday, at sundown. (April 1 - April 8).		
Saturday April 1- April 9	FIFTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children 75¢. Publicity: United Public Relations, PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 1 2:00 P.M.	FIFTEENTH ANNUAL EASTER EGG-ROLLING Arnold Constable will present their fifteenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
Sunday April 2 12:00 Noon Luncheon	SPRING-INTO-SUMMER FASHIONS AT LUNCHEON Easter showing of dresses by Nathan & Strong and N.S. Juniors. Hats--Emme Boutique. Showing at 3:00 P.M. Fashion Director and Commentator: Mia Grau. Reservations:\$7.50. Contact:"Mr.Manca," EL. 5-3000, Ext. 242.	NATHAN & STRONG; N.S. JUNIORS	WALDORF-ASTORIA PEACOCK ALLEY
Sunday April 2 1:00 P.M. Luncheon	EASTER SHOWING OF SPRING MILLINERY John Frederics will present his Spring collection of millinery for the benefit of The Judson Health Center. Furs--Esther Dorothy. Reservations--\$11.00. Contact: "Banquet Dept.," PL. 9-3000. John Frederics Publicity: Ronald Forstadt, CI. 7-7745. Plaza Fashion Director and Commentator: Mary Alice Rice, CI. 6-1790.	JOHN FREDERICS	HOTEL PLAZA RENDEZVOUS ROOM

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (continued)

Sunday April 2 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Mr. John will show his "American Tradition" collection of custom hats, couture, furs and accessories; also "Man Of Distinction" hats and accessories. For benefit of Girls' Club of New York. Reservations--\$12.50; "Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM
Sunday April 2 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Fashions by Roxanne for Samuel Winston; hats--Mr. John; jewelry--Cartier. Benefit of The Lighthouse For The Blind. Tickets: \$8.50. Contact: "Andre," TE. 8-8000. Fashion Director: Anne Taylor, TE. 8-8000.	SAMUEL WINSTON; MR. JOHN; CARTIER	HOTEL PIERRE COTILLION ROOM
Sunday April 2 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Designs of: Countess Alexander, Dorothy Dickerson, Gothe, Seymour Jacobson, Vera Maxwell, Pattullo-Jo Copeland, Maurice Rentner, Rudolf Gowns, Sarmi, Scaasi, Terry-Allen. Suits--Belliciano. Hats--Emme. Furs--Ben Kahn. Children's dresses--Cinderella. Toddlers' dresses--Nannette. Cosmetics--Tussy. Showing at 1:45 P.M. Fashion Show Director and Commentator: Mia Grau. Reservations--\$7.50. Contact: "Mr. Louis," EL. 5-3000, Ext. 242.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
Sunday April 2 1:00 P.M. And 3:00 P.M. Brunch	SPRING FASHIONS AT EASTER BRUNCH Spring custom-made fashions by Martier-Raymond. Shoes--Silvia of Fiorentina. Hats--Irene. Furs--Fredrica. Gloves--Kislav. Jewelry--Int'l Cultured Pearls. Coiffures--Tony Migliaro. Reservations--\$6.00. Contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	MARTIER-RAYMOND	HAMPSHIRE HOUSE FOUNTAIN ROOM

WEEK BEGINNING MONDAY, APRIL 3, 1961

Tuesday April 4 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday April 4 3:00 P.M.	PREVIEW OF FALL COUTURE KNITWEAR Fall couture knitwear collection from Tricosa of Paris - dresses, coats, suits and coordinates. By invitation. Thereafter continuous daily showings. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 7TH FLOOR
Tuesday April 4 8:00 P.M. Supper; Dancing	"AN EVENING WITH AMERICAN FASHION" The Fashion Group's third annual Evening Gala will this year present ways of dressing for evening. Chairmen: Eugenia Sheppard, general chmn.; Sally Kirkland, fashion show; Eleanor Lambert, publicity; Margaret Macy, program book; Elizabeth Stout, advertising; Bettina Ballard, decor. Price: \$25.00 per person. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 5 9:30 A.M. Breakfast	PRESS PREVIEW: SUMMER TABLE LINENS Preview of Summer table linens and accessories for home entertainment. By invitation. (For release, Fri., April 7.)	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM Publicity: Reni Kuhn, OX. 5-4400, Ext. 2683.
Wednesday April 5 2:30 P.M. Champagne	EUROPEAN LOOMED DOUBLE-KNIT SUITS Special showing of advanced Fall double-knit suit collection, loomed in Europe. By invitation. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday April 6 12:30 P.M. Luncheon	SPRING FURS DURING LUNCHEON Showing of Spring fur collection by Aronowicz. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ARONOWICZ FURS (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
April 7	MACY'S RELEASE DATE--Preview of table linens, April 5. (See above.)		
Monday April 10 4:00 P.M.	JUNIOR FASHIONS AND NEW KNITS Preview of Junior Accent's transitional collection and showing of knits. By invitation. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday April 11 9:00 A.M. Breakfast	PREVIEW OF FALL LAMINATES "The Hidden Face Of Fashion"--Fall laminates in coats, sportswear, rainwear, shoes. By invitation. Contact: Mary Lou Hannagan, PE. 6-9498.	SCOTT APPAREL FOAM (EMPIRE STATE BLDG.)	HOTEL DRAKE, 56TH & PARK DEVON ROOM
Tuesday April 11 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall junior dress collection, designed by Lee Evans, will be presented at one showing only. By admission card. Contact: Grace Alpern, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 11 4:00 P.M.	PREVIEW: EARLY FALL JUNIOR DRESSES Preview of "Spiced-Tone" early Fall junior dress collection, designed by Earl Bonuam. By admission card. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday April 11	OPENING: LATE SUMMER TRANSITION DRESSES Informal showings, by appointment. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Wednesday April 12- April 13 2:00 P.M.	PREVIEW: ADVANCE FALL JUNIOR FASHIONS Early Fall collection on April 12 and 13. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday April 12 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW OF TABLE SETTINGS Fifteen table settings on the "bridal events" theme, created by professional members of the NSID. (Note Change Of Date.) By invitation. Open to public at Black, Starr & Gorham, Wed., April 20 (also release date). Publicity: Ted Materna Associates, PL. 3-3240.	N.S.I.D.; THE GORHAM CO.	ST. MORITZ HOTEL SKY ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 13 9:00 A.M. Breakfast	PAN AMERICAN WEEK FASHION SHOW Salute to Latin America, with a showing of Summer fashions. Co-commentators: Terry Mayer, Amos Parrish Co.; Ben Grauer, N.B.C. By invitation. Contact: Vivian Sabin, Dept. of Commerce, TE. 8-1800.	N.Y.C. DEPT. OF COMMERCE	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Thursday April 13 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Shapes and Shades"--Fall-Winter, 1961 fabrics. Speaker: Robert Riley, Curator Design Laboratory, Brooklyn Museum. Co-chmn.: Margaret Markley and Conoldine Burnett. Prices: \$8.00 (members), \$10.00 (guests). Exhibit from 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 13 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Richard Cole's Spring-Summer collection, available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
April 14	ELIZABETH ARDEN'S RELEASE DATE--Spring Lingerie collection (No Show).		
April 15	FEDERAL AND STATE INCOME TAXES DUE.		
Monday April 17- April 22	THE NEW YORK ANTIQUES FAIR Exhibitors from the East and Midwest will display antique fashions and furnishings, with emphasis on "White House Antiques" circa 1802. Hours: 1:00 - 11:00 P.M.; Sat., 1:00 - 6:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71 ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Beginning Monday April 17	FALL TRANSITION DRESS COLLECTION Gross Sidney's Fall transition dress collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes at continuous daily showings. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Tuesday April 18	FALL TRANSITION JUNIOR FASHIONS Junior cotton Fall transition dresses and separates by Lanz at informal daily showings. By reservation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Wednesday April 19	SHOWING OF ADVANCE FALL DRESSES Jerry Silverman's Fall transition dress collection at continuous daily showings. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
April 20	BLACK, STARR & GORHAM RELEASE DATE--Preview table settings, April 13.		
April 21	OHRBACH'S RELEASE DATE -- Fashions made in Hawaii (No Show).		
Saturday April 22 10:00 A.M.- 4:00 P.M.	BENEFIT TOUR: "HOW YOUNG DESIGNERS LIVE" A tour of young designers' homes, featuring N.S.I.D. professional members, for benefit of the N.S.I.D. Student Scholarship Fund. Tickets: \$5.00. Contact: JU. 2-1421.	NATIONAL SOCIETY OF INTERIOR DESIGNERS	157 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday April 26	FALL OPENINGS IN CALIFORNIA	LOS ANGELES FASHION GUILD	LOS ANGELES, CALIFORNIA
	<u>April 26:</u> Stanley Nelson		
	<u>April 27:</u> Benjamin-Hubert; Marion McCoy; Jean of California; Charles Le Maire.		
	<u>April 28:</u> Fashion West; Tabak; Adele; Janor.		
	<u>April 30:</u> Maxwell Shieff; Yvonne; Jewel; Helga.		
	<u>May 1:</u> Edith Small; Don Loper; Majorie Michael; Bettina; Marusia; Howard Greer-Bruce MacIntosh; Cahill; Irene; Helen Rose; Adele; Paul Apostle; John Roberts; Ted Small.		
	<u>May 2:</u> Peggy Hunt; Nadler; Charles Cooper; Travilla; Ernest Newman; Werle; Georgia Bullock.		
	<u>May 3:</u> Elis Porter; H. Charles; Pat Premo; Louis Margliano; Andre D'Aulan; Paul Whitney; Dorothy O'Hara; Bud Kilpatrick.		
	<u>May 4:</u> Lee Herman; Syano; Miss Cindy; Los Angeles Fashion Guild; Mr. Blackwell.		
	<u>May 5:</u> Fashion Group; Sir James; Georgette Trilere.		
	Contact: Barbara L. Trister, 819 Santee Street, Los Angeles.		

Friday April 28 8:30 P.M.	THIRD ANNUAL EMBASSY BALL	EMBASSY FOUNDATION (171 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
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Italy will be honored at this year's Embassy Ball. Proceeds, under-written by Fiat, Snia Viscosa, Vespa and three American firms will be divided between the Children's Asthma Research Institute of Denver and Professor Cocchi's Ospedalino Meyer for Children of Florence, Italy. Price--\$75.00 per person. Contact: Miss Vine Phoenix at Embassy Foundation, PL. 7-8187. Publicity: Rasponi Assoc., TE. 8-8171.

Wednesday May 3- May 13	FIFTH ANNUAL WORLD TRADE FAIR	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
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More than 300 exhibits, with products and raw materials from over 60 countries; also women's fashions. Press Preview, Tues., May 2 from 2:00 P.M. - 5:00 P.M. Tickets: \$1.50 (adults); 75¢ (children). Publicity: David Jacobson at United Public Relations, PL. 1-3950.

Thursday May 4 3:30 P.M. Champagne	NINTH ANNUAL COTTON FASHION AWARD	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
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The annual Cotton Fashion Award will be presented at Gracie Mansion. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Friday May 5 3:00 P.M.	SPRING AND SUMMER FASHION SHOW	LABORATORY INST. OF FASHION MERCHANDISING	WALDORF-ASTORIA SERT ROOM
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Theme: "Making the Scene at 7th Avenue"--Spring and Summer fashions from Stern's modeled, coordinated and commentated by students of the Laboratory Inst. of Merchandising senior class. By invitation. Contact: Mrs. Bessie Wing, PL. 2-1530.

Monday May 8 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
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Herbert Sondheim's Spring-Summer collection, designed by Sara Ripault, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Herbert Sondheim Publicity: Barbara Kling, PL. 3-1709. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 11 2:30 P.M.	ANNUAL FASHION SHOW-- DESIGNS BY STUDENTS Sixty-fifth anniversary celebration and annual presentation by students. Afternoon show, 2:30 P.M.--Tickets: \$2.00. Evening show, 8:30 P.M. -- Tickets: \$3.00 (general admission); \$5.00 (reserved). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Sunday May 14	MOTHER'S DAY. Theme: "For The World's Best Mom." Contact: Rose Lee Mendelsohn, 129 West 30th Street, LO. 5-4700.		
Monday May 15 10:30 A.M.	OPENING OF FALL COLLECTION Herbert Sondheim's Fall collection designed by Sara Ripault, daily ex- cept Friday, through May 25. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday May 15 12:15 P.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. <u>Showing at 1:15 P.M.</u> By invitation. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 15 2:30 P.M.	OPENING OF FALL COLLECTION Trade showings, May 15, 16, 17, 23, 24, 25, 31, June 1 at 2:30 P.M. By reservation. (Press Preview Thurs., May 18 at 3:00 P.M.) By invitation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday May 15 5:00 P.M. Cocktails	PREVIEW: FALL FASHIONS IN U.S. ROYAL FABRICS Leading manufacturers' designs of women's, children's and men's wear in U.S. Royal Fabrics. <u>Showing at 6:00 P.M.</u> , for press and buyers. By invitation. Publicity: Shirley Merzon at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.	U.S. RUBBER CO.- TEXTILE DIVISION	SAVOY HILTON HOTEL GOLD ROOM
May 15	SHOWING OF LONDON READY-TO-WEAR COLLECTIONS--IN LONDON.		
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION MERCHANDISING CLINIC Complete presentation of publicity campaigns and subteen style show forecast. <u>Admission by ticket only for trade press and merchandisers.</u> Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC B'WAY & 34TH STREET
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 16 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Showing of Nelly de Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 16 12:00 Noon	OPENING OF FALL COLLECTION Showings May 16, 18, 23, 25, June 2, 5, 6, 7, 8, 9, at 12:00 Noon. By appointment. (<u>Press Preview, Thurs., June 1 at 4:00 P.M.</u>) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Fall dress collection. By invitation. <u>Trade showings</u> , May 17, 18, 23, 24, 25, 31, June 1 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 16 1:15 P.M.	OPENING OF SUMMER COLLECTION Showings May 16, 17, 18 at 1:15 P.M. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 17 8:45 A.M. Breakfast	PREVIEW: FALL RAIN- WEAR AND OUTERWEAR Preview of misses and junior Fall collection of rainwear and outerwear. By invitation. Continuous daily thereafter at showroom. Publicity: Marion Cook, LA. 4-7942.	MARCH & MENDL; P.R.L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 17, 23, June 1, 6. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 18 10:30 A.M.	PRESS PREVIEW OF FALL DRESSES Edward Abbott's Fall dress collection, designed by Wilson Folmar. By invitation. Contact: Marta Schreiber, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 18 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 23 10:30 A.M.	OPENING OF FALL COLLECTION Gross Sidney's Fall collection of Pettibone casual wear for the petite miss; and "Terry Rogers" misses sizes, daily at 11:00 A.M., except Friday, until June 22. Contact: George Rappaport, CH. 4-3558.	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 23 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings thereafter May 25, June 1, 6, 8, 13 at 10:00 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 23 11:30 A.M.	PREVIEW OF DRESSES FOR PRESS AND BUYERS Preview of Fall dresses, by invitation. Trade showings at 11:30 A.M., May 24, 25, 31, June 1, 6, 7, 8. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 23 2:30 P.M.	PREVIEW FOR PRESS AND BUYERS By invitation. Only formal showing. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 23 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall Collection of Sportswear and Separates, designed by Sylvia de Gay, for press and buyers. By invitation. Continuous thereafter. Publicity: Margaret Hodge, 110 West 51st, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 23 5:30 P.M.- 7:30 P.M.	ANNUAL BLUE GRASS PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation. Contact: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Beginning Tuesday May 23	OPENING: FUR-LINED COATS AND SUITS Style Trends will present their Fall-Winter collection of fur-trimmed and fur-lined coats and suits in misses sizes, Customites and Petite Customites, designed by Betti Belmont. By appointment. Contact: Miss Lee, LO. 5-4632. Publicity: Florence Judson, MU. 4-7350.	STYLE TRENDS	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 24 10:00 A.M.	PREVIEW OF FALL DRESS COLLECTION Preview showing for press and buyers. By invitation. Trade showings at 10:00 A.M., May 25, 31, June 1. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall collection of coats, suits and ensembles. By invitation.. Thereafter, May 26, 29, 31, June 6, 8 at 10:30 A.M. By appointment. Contact: LA. 4-3404.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 25 3:30 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" - PREVIEW Special afternoon performance for out-of-town retailers, press and trade. By invitation and ticket only. Contact: Julie Buddy, fashion director, OX. 5-1200. Breakfast at 7:30 A.M. on May 23, 24, 25, 31, June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. Ticket contact: Florence Covino, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
May 30	MEMORIAL DAY (Tuesday) -- Legal Holiday.		
Wednesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new collection, showing at 12:00 Noon, May 31, June 1, 6, 7, 8, 13, 14, 15, followed by luncheon. By invitation. Contact: Helen Gold, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Wednesday May 31 2:00 P.M.	OPENING OF FALL COAT COLLECTION By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday May 31 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M. June 1, 5, 7, 9, 13, 15. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Friday June 2 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showings June 2, 6, 8, 14. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 2 11:00 A.M.	OPENING OF FALL COLLECTION Showings June 2, 6, 7, 14 at 11:00 A.M. By invitation. Contact: Anita Hoffman, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 6 11:00 A.M.	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Preview of the Revillon Fall and Winter fur collection. By invitation. Thereafter by appointment. Publicity: Bill Paige, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 7 at 10:00 A.M. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 6 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Dan Keller will present his Fall collection of casual dresses and ensembles. For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection, June 6 at 4:00 P.M. Resident buyers' preview, June 1 at 12:00 Noon. By invitation. Trade showings beginning June 7, Tues., Wed., Thurs. at 12:00 Noon. By appointment. Contact: Terry Parker, IO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION The James Terence Brady Fall-Winter fur collection, designed for Fantasia, followed by cocktails and luncheon. By invitation. Contact: LA. 4-0330.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter fur collection. By invitation. Contact: Louis Brown, AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 8 10:30 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO Fall-Winter fur fashions, designed by Constantino. Fashion Director and Commentator: Mia Grau. By invitation. Contact: PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday June 8 3:00 P.M.	PREVIEW: READY-TO- WEAR FUR COLLECTION Ready-To-Wear fur collection, followed by cocktails. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130.	BITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Friday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Opening of Pauline Trigere's Fall collection. By invitation. Contact: Estelle Marr, IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

MOVIES...THEATRE...OPERA

Monday
April 3 TWENTY-FOURTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., April 3: Verdi's Don Carlo. Tues., April 4: Donizetti's L'Elisir d'Amore. Wed., April 5: Verdi's Rigoletto. Thurs., April 6: Verdi's Nabucco. Fri., April 7: Wagner's Parsifal. Sat. Mat., April 8: Berg's Wozzeck. Sat. Eve., April 8: Puccini's Turandot. Publicity: Francis Robinson, PE. 6-1200.

Thursday
March 30 PREMIERE: "A RAISIN IN THE SUN" (MOVIE) FORUM & TRANS-LUX 52ND STREET
Columbia Pictures production of prize-winning play, starring Sidney Poitier, Claudia McNeil, Ruby Dee with Diana Sands, Ivan Dixon, John Fiedler, Louis Gossett, adapted by the author Lorraine Hansberry. Producers: David Susskind and Philip Rose. Director: Daniel Petrie. Publicity: Hortense Schorr, PL. 1-4400.

Thursday
March 30 PREMIERE: "ONE-EYED JACKS" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET
Starring Marlon Brando, Karl Malden, Katy Jurado and introducing Pina Pellicer, presented by Paramount in VistaVision and Technicolor, based on the death of Henry Jones in the novel by Charles Neider. Producer: Frank P. Rosenberg. Director: Marlon Brando. Publicity: Harold Rand, BR. 9-8700.

Thursday
March 30 OPENING: "THE HAPPIEST GIRL IN THE WORLD" MARTIN BECK, 302 W. 45TH ST.
Starring Cyril Ritchard, Janice Rule with Bruce Yarnell, John Napier, Dran Seitz, in the musical by E.Y. Harburg, based on Greek legends. Director: Cyril Ritchard. Sets and Lighting: William & Jean Eckart. Costumes: Robert Fletcher. Publicity: Bill Doll, JU. 6-8894.

Saturday
April 1 OPENING: "IMPULSE" ROYALE THEATRE, 242 WEST 45TH STREET
Alexander H. Cohen, in association with Andre Coulston, will present Brendan Behan as conferencier of the musical revue, with Nina Simone and her trio, Gerry Mulligan and his concert jazz band, Oscar Brown, Olatunji, his African dancers, drummers, singers, Carmen de Lavallade, with John Butler dancing a portrait of Billie Holiday. Publicity: Harvey Sabinson, JU. 2-4747.

Thursday
April 13 OPENING: "CARNIVAL" IMPERIAL THEATRE, 249 WEST 45TH STREET
David Merrick will present the musical adaptation of Helen Deutsch's screen play "Lili," based on the story by Paul Gallico, starring Anna-Maria Alberghetti, Jerry Ohrbach, Kay Ballard. Director: Gower Champion. Sets and Lighting: Will Stevens Armstrong. Costumes: Frederick Wittop. Publicity: Harvey Sabinson, JU. 2-4747.

Wednesday
April 19 PREMIERE: "LA DOLCE VITA" (Movie) HENRY MILLER THEATRE, 124 W. 43RD ST.
An Astor release of the Italian movie featuring Marcello Mastroianni, Anita Ekberg, Anouk Aimee, Lex Barker, about a series of episodes in the life of a newspaperman, living in Rome. Producers: Guiseppe Amato and Angelo Rizzoli. Director: Federico Fellini. Publicity: Bill Doll, JU. 6-8894.

Thursday
May 18 OPENING: "DONNYBROOK" 46TH STREET THEATRE, 226 WEST 46TH STREET
Fred Hebert will present the musical, adapted from the story "The Quiet Man" by Maurice Walsh, with Eddie Foy, Art Lund, Kipp Hamilton, Susan Johnson. Director: Jack Cole. Costumes: Rouben Ter-Arutunian. Publicity: Jacobson-Harmon, CH. 4-1482.

1962

JANUARY							FEBRUARY							MARCH						
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APRIL							MAY							JUNE						
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JULY							AUGUST							SEPTEMBER						
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OCTOBER							NOVEMBER							DECEMBER						
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